

# CONTRACT



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

www.nbcwashington.com

And:

**NEW MEDIA FIRM THE**  
**1322 G STREET, SE**  
**WASHINGTON, DC 20003**

<u>Contract / Revision</u> 348396 /		<u>Alt Order #</u> WOC10037044
<u>Product</u> AFSCME/NEA/SEIU		
<u>Contract Dates</u> 11/22/12 - 11/25/12		<u>Estimate #</u> 1939
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 11/20/12 / 11/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRC	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA18+		
<u>IDB#</u>	<u>Advertiser Code</u> 430	<u>Product Code</u> 451
<u>Agency Ref</u> 00891		<u>Advertiser Ref</u> 00140

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRC	11/22/12	11/22/12	Macy's Parade Rpt	2-5p		:30			NM	1	\$3,000.00
All spots on this order immediately preemptible class of time												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	--- 1---				1	\$3,000.00			
N 2	WRC	11/22/12	11/22/12	Ellen	5-6p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	--- 1---				1	\$700.00			
N 3	WRC	11/22/12	11/22/12	NFL Thurs Pre G Tkgs	8P-830P		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	--- 1---				1	\$6,000.00			
N 4	WRC	11/22/12	11/22/12	7-9A TODAY SHOW	7A-9A		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	--- 1---				1	\$2,500.00			
N 5	WRC	11/22/12	11/25/12	News Sun 6-7a	6-7a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	----- 1				1	\$1,000.00			
N 6	WRC	11/22/12	11/25/12	News Sun 7-8a	7-8a		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	----- 1				1	\$1,400.00			
N 7	WRC	11/22/12	11/23/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	---- 1--				1	\$500.00			
N 8	WRC	11/22/12	11/23/12	Access H Live 12-1p	12-1p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	---- 1--				1	\$500.00			
N 9	WRC	11/22/12	11/23/12	1-2P DAYS OF OUR LIVES	1P-2P		:30			NM	1	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
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<u>Contract / Revision</u>	<u>Alt Order #</u>
348396 /	WOC10037044

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/22/12 - 11/25/12	AFSCME/NEA/SEIU	1939

<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	11/20/12 / 11/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	----1--				1	\$600.00																													
N 10	WRC	11/22/12	11/23/12	Steve Harvey	2-3p		:30			NM	1	\$400.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	----1--				1	\$400.00																													
N 11	WRC	11/22/12	11/23/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	1	\$1,200.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	----1--				1	\$1,200.00																													
N 12	WRC	11/22/12	11/23/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	1	\$2,000.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	----1--				1	\$2,000.00																													
N 13	WRC	11/22/12	11/23/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	2	\$4,800.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	---11--				2	\$2,400.00																													
N 14	WRC	11/22/12	11/25/12	6-630P NEWS4 @ 6P SU W/6-630P			:30			NM	1	\$900.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	-----1				1	\$900.00																													
N 15	WRC	11/22/12	11/22/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	1	\$3,000.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	---1---				1	\$3,000.00																													
N 16	WRC	11/22/12	11/25/12	Late News (NFL)	1130P-1205a		:30			NM	1	\$3,000.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/19/12	11/25/12	-----1				1	\$3,000.00																													
<b>Totals</b>											<b>17</b>	<b>\$31,500.00</b>																										

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/25/12	17	\$31,500.00	\$26,775.00
<b>Totals</b>	<b>17</b>	<b>\$31,500.00</b>	<b>\$26,775.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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